



Strategic Management 3000 Words Within 12 Hours

By: All A+ Essays

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Singapore continuously monitor and regularly keeps pace on im provements in tourism industry. Tourism is indeed a very import part of the Singapore economy. Many industries exist to support the activities of tourism. These industries include the airline, hot el, restaurants and many others. Identify





an industry that offers services to support tourism within Singap ore. Prepare and present a full analysis of an industry of your choice in Singapore. The analysis and findings should be done using PESTEL framework and VRIO analysis model. Your report should cover the following elements: * Describe b





riefly the background information of the organization selected. This information should be relevant of the discussion of your assignment. * Use PESTEL framework to conduct a macroenvironment analysis for the chosen industry in which the business organization operates. Emphases should be placed on un





derstanding the purpose of this analysis, the interconnectednes s of the different environmental factors, and their overall impact, in terms of key opportunities and threats on the industry. Draw y our conclusion based on your analyses. * Conduct using VRIO a nalysis model to identify internal resource







vironment, and their overall impact on the industry and the organization selected in terms of main driving forces in the competitive environment, * describe the content of the current business strategy deployed by the organization through:-- identifying and briefly discussing the contents of the bus





iness strategy— explaining how the strategy has been identified or emergent as a pattern of decision—making. * evaluate the suitability of the strategy identified in the light of outcomes of your analyses on the environment and the organization's core competence. * provide recommendations according





ly The report must be written in a recognized style, i.e. Table of contents, introduction, main analysis, conclusions, recommendations, references and bibliography. You must apply the Harvard system of your report. 3,000 words! Attachments Question Field #Accounting





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